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Sentry Database Publishing

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Dear Colleague:

In a recent Wall Street Journal article, computer science professor Ugo Gagliardi of Harvard warned that "oil and software are the two principal obstacles to economic progress". It's true! The current software bottleneck is indeed impeding the computerization of many economic activities on a worldwide scale.

According to the Bureau of Labor Statistics, there are 534,000 programmers and systems analysts in the U.S., yet 10 percent of the job openings remain unfilled. The severe shortage of programmers, as viewed by one software industry executive, translates to a two-year backlog of programming tasks waiting to be done at the typical Fortune 1000 company.

The software squeeze casts an ominous cloak of uncertainty on the mandated efforts of many of the industrialized nations to improve productivity. While the programmer shortage is disconcerting for the managers of the estimated 1 million computer systems in use worldwide, it is clearly a bonanza for the 3,000 producers of software packages.

The soaring cost of programming is fueling the growth of the independent software industry. Sales of standard software packages are expected to skyrocket from \$2 billion to \$25 billion during this decade, making the business one of the premier growth industries of the 1980's.

Given this assessment, I think you'll agree that there has never been a more compelling need than now for a newspaper devoted exclusively to software. Sentry, a newly-acquired division of Technical Publishing Company (a company of the Dun & Bradstreet Corporation), is pleased to announce **Software News**. I invite you to become a charter subscriber (free of charge) by completing the accompanying application. **Software News** will be published the first Monday of every month starting in May, 1981.

Very truly yours,

William A. Gannon

William A. Gannon, Publisher

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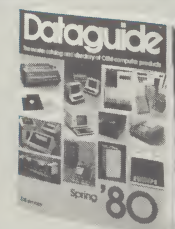
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